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RESEARCH INTERESTS

My research interests lie at the intersection of strategy and machine learning; how big data, machine learning, and dependent technologies contribute to differences in firm performance. In my dissertation, I investigate this question from different perspectives: I investigate big data and machine learning both as (a) a theoretical phenomenon that is changing organizations and (b) as a methodological tool that can advance research and practice. In my dissertation projects, I focus on social media as an application domain, where big data and machine learning are core to this domain. I apply different machine learning techniques to big data from social media to study (a) how social media influences organizational leader communications and strategic decisions and (b) how social media as an input to prediction algorithms can help to analyze strategic decisions, such as M&As.

EDUCATION

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| UCL School of Management Ph.D. in Strategy and Entrepreneurship Thesis: “Essays on Machine Learning and Strategic Decision Making” Advisors: Dr. B. Vanneste, Prof. M. Kilduff, and Prof. D. Ravasi | 2015 - Present |
| UCL School of Management Master of Research | 2014 - 2015 |
| Sharif University of Technology MBA with specialization in Strategy | 2011 - 2014 |
| Sapienza University of Rome One year of select course work in architecture | 2007 - 2008 |
| Sharif University of Technology BSc. in Mechanical Engineering | 2006 - 2011 |

RESEARCH PORTFOLIO

DOCTORAL DISSERTATION

Elastic Net, Synthetic Control, and Difference-In-Differences Methods: Twitter Evidence of an Acquisition Impact on Customers (With Bart Vanneste and Anil Doshi; working paper)

In preparation for submission to *Strategic Management Journal*

- Short listed for Best Paper Award at Strategy division of the 78th Annual Meeting of the Academy of Management, 2018 (Chicago)
- Presented at the 38th Annual Conference of the Strategic Management Society, 2018 (Paris)
- Presented at the PhD Research Day in Innovation, Entrepreneurship & Strategy at Imperial Business School, 2018

50 Million Followers Can’t Be Wrong, or Can They? The Influence of Social Media on Communication Patterns of Organizational Leaders (Working paper)

In preparation for submission to *Organization Science*

- Presented at the 35th EGOS Colloquium, 2019 (Edinburgh)

The Influence of Social Media Feedback on Strategic Decisions (Data analysis)

OTHER WORK IN PROGRESS

To Go Against the Flow? Social Media Feedback and Voting Turnovers at US Congress (Conceptual stage)

HONORS

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| PhD Fellowship, UCL School of Management | 2014 - Present |
| Strategic Management Society Meeting Doctoral Scholarship | 2018 |
| Academy of Management Best Paper Proceedings | 2018 |
| Ranked 12 in National University Entrance Exam for MBA among more than 40,000 participants | 2011 |
| Ranked 165 in National University Entrance Exam in the Math-Physics group among more than 240,000 participants | 2006 |
| Placed in the 99 Percentile in Azad University Entrance Exam in the Math-Physics group | 2006 |

TEACHING EXPERIENCE

LECTURER

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| Statistics for Business Research Master's course | Fall 2018 |
| A half-semester intense course (15hrs of teaching) covering the fundamentals of statistics and their applications to managerial problems. (Course evaluation: 4.29/5) | |

GUEST LECTURER

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| Business Research Methods Master's course, Instructed by Dr. Hercheui | |
| (a) A three-hour introductory lecture titled <i>Business Research in the Age of Machine Learning</i> on the theory and practice of machine learning in business research using <i>Python</i> . | Spring 2019 |
| (b) Two out of ten sessions of a compulsory course covering different data science methods for business and some basic applications in <i>R</i> for a group of more than 200 students. | Fall 2017 |

TUTOR

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| Business Analytics Undergraduate course, Instructed by Dr. Smith | Spring 2019 |
| A one week event for enabling students to tackle two real-world prediction problems using their knowledge of statistics and <i>R</i> language. During this week, Dr. Smith and I were present at the venue, so students can approach each one of us with statistics and <i>R</i> programming questions. | |

TEACHING ASSISTANT

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| Entrepreneurial Strategy Master's course, Instructed by Dr. Ching. | Spring 2018 & 2019 |
| Corporate Strategy Master's course, Instructed by Dr. Vanneste. | Fall 2015 & 2016 |
| Advanced Strategic Planning MBA course, Instructed by Dr. Arasti. | Spring 2014 |
| Strategic Planning MBA course, Instructed by Dr. Arasti. | Spring 2014 |
| Organization Theories and Design MBA course, Instructed by Dr. Feyzbakhsh. | Fall 2013 |

SELECTED SKILLS

Computer Skills: ADVANCED knowledge of Python, R, MySQL, and Tex. Intermediate knowledge of C++, HTML, and JavaScript.
Languages: Persian (native), English (fluent), Italian (Intermediate), and Arabic (basic).

PROFESSIONAL SERVICES & AFFILIATIONS

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| Member of Academy of Management (AOM), and Strategic Management Society (SMS) | 2015 - Present |
| Reviewer for OMT and STR division of AOM | 2016 - Present |
| PhD program academic representative, UCL School of Management | 2017 - Present |
| Department lead academic representative, UCL School of Management | 2018 - Present |

OTHER EXPERIENCES

- Co-founder and Advisor**, Noyan Afra Teb 2014 - Present
Noyan Afra Teb is a start-up concentrating on import, promotion, and distribution of baby lifestyle brands into the Iranian market.
- Strategy Consultant**, Institute for Nanoscience and Nanotechnology, Sharif University March 2013 - July 2014
Leading the project for strategic planning and strategy implementation.

REFERENCES

Bart Vanneste (Advisor)

Associate Professor of Strategy
UCL School of Management
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Martin Kilduff (Advisor)

Professor of Organizations and Innovation
UCL School of Management
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Phone: +44(0)3108 6021
Email:m.kilduff@ucl.ac.uk

Davide Ravasi (Advisor)

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